



New Priorities for the 21st Century

NOAA's Strategic Plan for 2003 - 2008 and Beyond



In the 21st century every aspect of NOAA's mission faces new urgency given the intensifying national needs of the environment, the economy, and public safety. NOAA's role in facing these challenges is to assess and predict environmental changes, protect life and property, provide decision makers with reliable scientific information, manage the Nation's living marine and coastal resources, and foster global environmental stewardship. Sound environmental policy is a solid foundation for economic growth. Emphasis on the Nation's needs for expanded commerce and economic development throughout the Plan directly relates to the Administration's focus on a healthy and growing economy. This Strategic Plan is NOAA's response to these challenges for the next five years and beyond, setting the framework to build NOAA's capacity to address new priorities and realize its Vision and Mission.

NOAA's VISION

To move NOAA into the 21st Century scientifically and operationally, in the same interrelated manner as the environment that we observe and forecast, while recognizing the link between the global economy and our planet's environment.

NOAA's MISSION

To understand and predict changes in the Earth's environment and conserve and manage coastal and marine resources to meet our Nation's economic, social, and environmental needs.

NOAA's CORE VALUES

*People, Integrity, Excellence, Teamwork, and Ingenuity
Science, Service and Stewardship*

BENEFITS TO THE NATION

Consistent with its results-oriented approach to strategic planning, NOAA is committed to maximizing the benefits of its products and services to our Nation's:

- **Environment**
- **Public Safety**
- **Economy**

NOAA's MISSION GOALS

1. Protect, restore and manage the use of coastal and ocean resources through ecosystem-based management.
2. Understand climate variability and change to enhance society's ability to plan and respond.
3. Serve society's needs for weather and water information.
4. Support the Nation's commerce with information for safe, efficient, and environmentally sound transportation.

NOAA's CROSS-CUTTING PRIORITIES

- Integrated Global Environmental Observation and Data Management System
- Environmental Literacy, Outreach and Education
- Sound, Reliable State-of-the-Art Research
- International Cooperation and Collaboration
- Homeland Security
- Organizational Excellence: Leadership, Human Capital, Facilities, Information Technology and Administrative Products and Services

